

September 1991

## Full Page Ads

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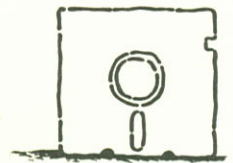
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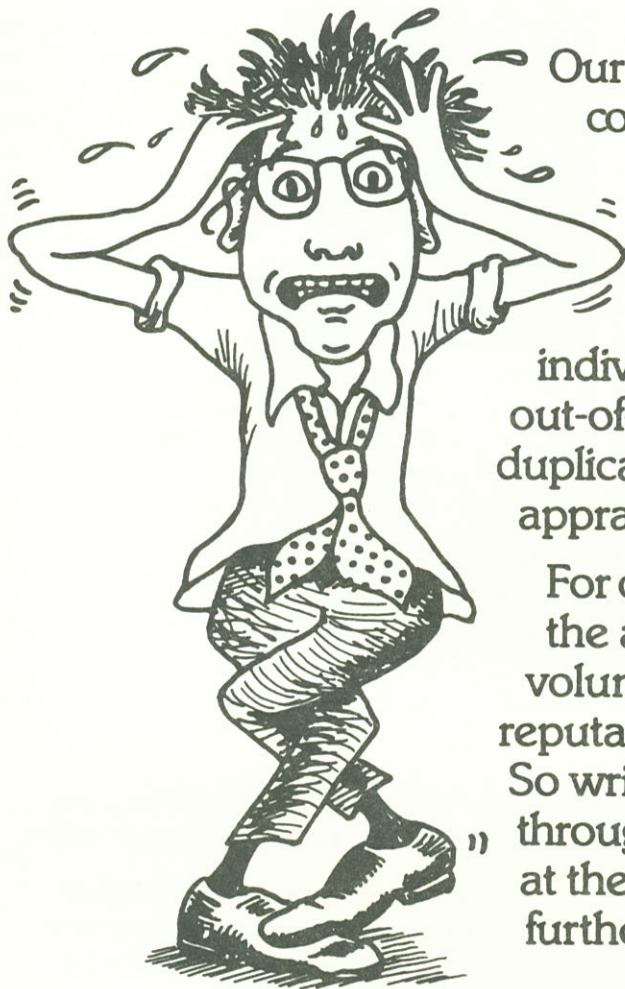
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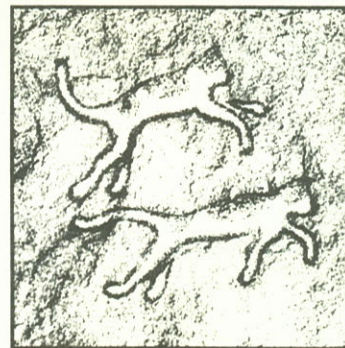
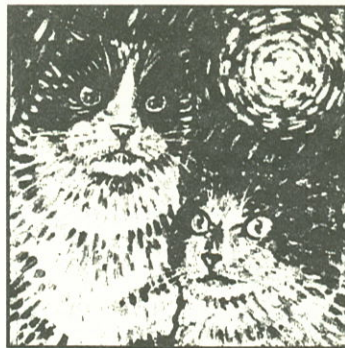
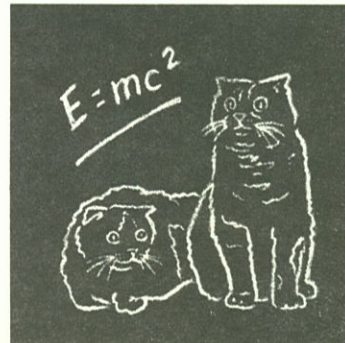
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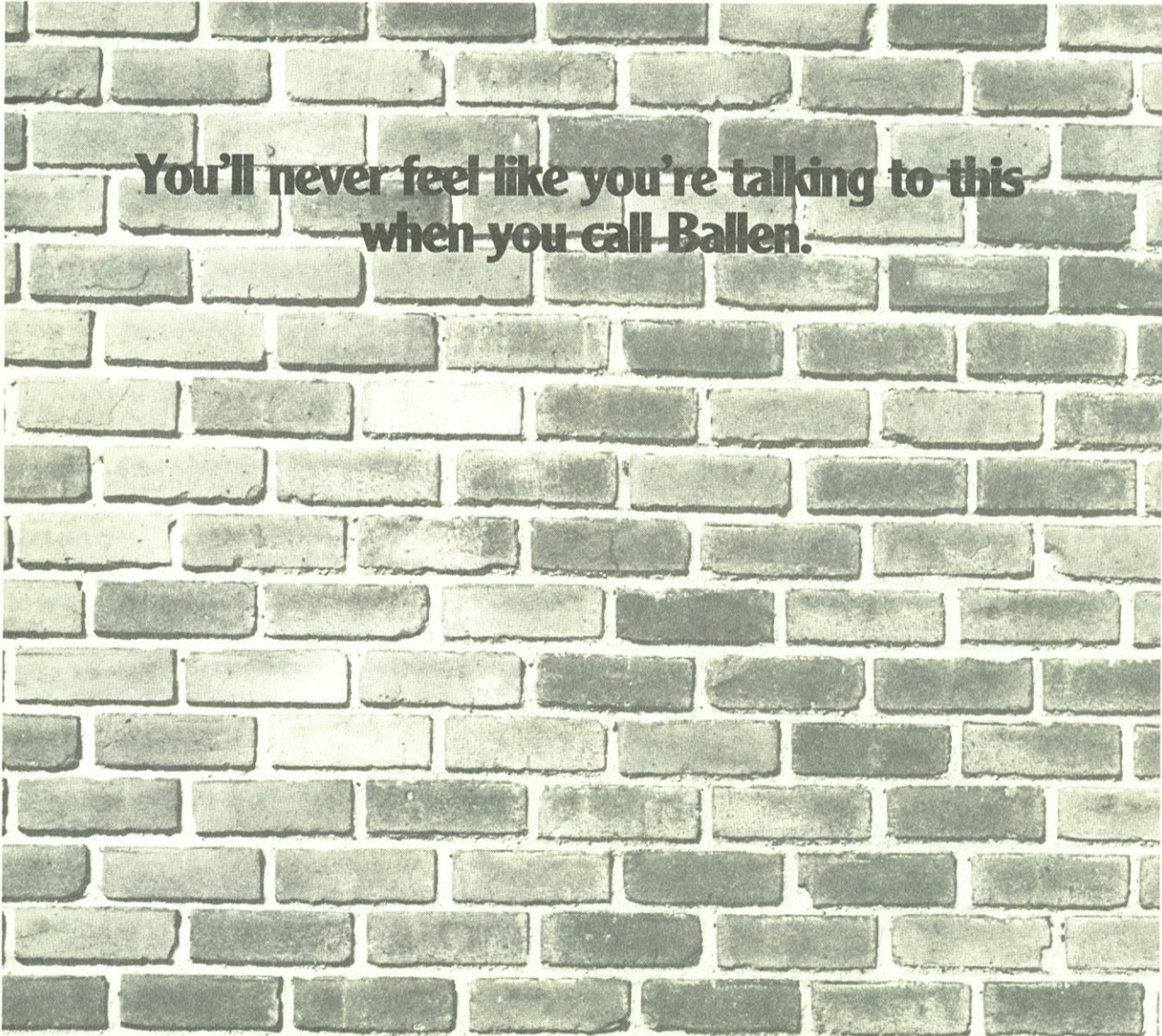
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**A**s we enter the 1992 subscription season, North American librarians will find the prices of European journals favorably influenced by a stronger U.S. dollar.

Most Elsevier Science Publishers journals produced in the Netherlands, Switzerland, England and France will experience, on average, no dollar price increases in 1992, with many titles actually declining slightly from 1991 levels.

In this Information on Information feature, we want to update our subscribers on the trends for 1992 subscription prices and review some of the long-term factors affecting journal publishing and pricing.

## A FAVORABLE OUTLOOK FOR 1992

During recent months, the U.S. dollar has shown moderate gains in relation to European currencies. Elsevier management, in conjunction with subscription agents, recently set currency exchange rates that are quite favorable to U.S. subscribers.

Provided below are the U.S. dollar exchange rates that will be used by the various Elsevier Science Publishers offices during the fall renewal season. Elsevier exchange rates are set each summer and guaranteed through December 31st, with review at three-month intervals after the new year.

For your convenience, the list below also includes a percentage representing the advantage in dollars gained by North American subscribers as a result of exchange rate fluctuation since the 1991 renewal season:

CURRENCY	EXCHANGE RATE: 1992	IMPROVEMENT OVER 1991
Dutch guilder:	U.S. \$1.00 = Dfl. 2.02	(12%)
Swiss franc:	U.S. \$1.00 = SFr. 1.53	(12%)
British pound:	£ Ster = U.S. \$1.61	(13%)
French franc:	U.S. \$1.00 = FFr. 6.15	(13%)

Journals published in New York and Limerick, Ireland, are priced in U.S. dollars and customers in the U.S. are not affected by exchange rate fluctuations for these titles.

## COMPONENTS OF JOURNAL PRICE ANALYSIS

Elsevier Science Publishers' journals carry a single, worldwide subscription price in the currency of the country of publication. While currency fluctuation affects the present price of a journal in any particular market, pricing patterns from one year to the next are most accurately analyzed, using the original currency, in two ways — price per volume and the number of volumes, issues and pages published.

Per-volume prices, which are the most consistent indicator of yearly increases, are determined by a combination of factors including the actual cost increases in editing, producing and distributing a journal and any significant change in other income sources (e.g., number of subscribers, advertising, back volume sales and reprints). For 1992, the average per-volume price increase for all Elsevier Science Publishers journals will be 5% and reflects the actual cost increases to the publisher in the countries where our journals are published.

The subscription price is further influenced by the number of volumes, issues and pages published. In 1992, the entire Elsevier Science Publishers journal program will expand by 7% in relation to the number of volumes scheduled for the current year. In addition, there are some instances where more issues or pages will be published without increasing the number of volumes announced for 1992.

Our North American subscribers will find that the combined effects of per-volume increases and expansion in the total number of scheduled volumes will be offset by the stronger dollar. By way of example the box [opposite, top] lists several of Elsevier Science Publishers' leading journals, published in Amsterdam, Lausanne and London, which will experience dollar price reductions in 1992.

Amsterdam • New York • London • Cambridge •  
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# Elsevier Science Publishers

JOURNALS	VOLS.	DOLLAR PRICE 1991	VOLS.	DOLLAR PRICE 1992	% DECLINE 1992
Biochimica et Biophysica Acta, Amsterdam	42	\$5828.00	42	\$5385.00	7.6%
Chemical Physics, Amsterdam	9	1972.00	9	1840.00	6.7%
Gene, Amsterdam	13	2680.00	13	2490.00	7.1%
Journal of Chromatography, Amsterdam	38	4697.00	39	4421.00	5.9%
Journal of Econometrics, Lausanne	4	748.00	4	692.00	7.5%
Journal of Molecular Structure, Amsterdam	26	4017.00	25	3663.00	8.8%
Journal of Organometallic Chemistry, Lausanne	21	3889.00	21	3637.00	6.5%
Surface Science, Amsterdam	26	5368.00	27	5092.00	5.1%
Tectonophysics, Amsterdam	14	2147.00	14	1982.00	7.7%
Trends in Biochemical Sciences, London	1	403.00	1	385.00	4.5%

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Many factors, both internal and external, influence a journal publishing program. Elsevier continues its commitment to steering a moderate course in its policy decisions — striving to balance the needs of our library subscribers along with those of the scientists who read and publish in our journals.

We continue to work closely with the scientists who edit our journals and serve on our editorial boards to exercise quality control standards for our journal publications.

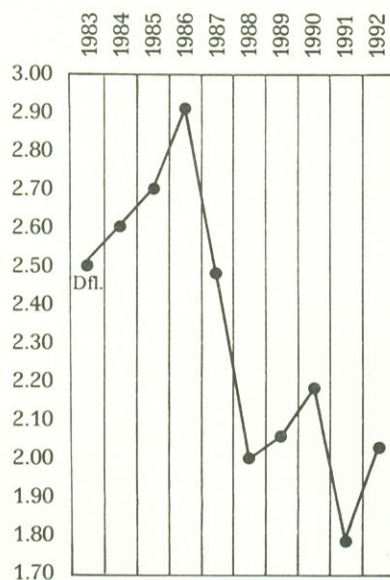
With speed of publication becoming an ever-increasing priority among scientists, Elsevier continues to investigate and introduce efficiencies in every stage of the journal publishing process.

In addition to publication of the traditional print journal, we are actively involved in several ongoing programs to explore electronic enhancements to print format. Readers may wish to refer to a recently-published *Information on Information* which details some of the electronic options presently offered by Elsevier.

## THE DOLLAR IN THE LONG TERM

Fortunately, during the spring and summer of 1991, the dollar has rebounded from its all-time low levels relative to the major European currencies. While the outlook for 1992 renewal prices is positive, the dollar still remains a weak currency compared with its levels of two, three or more years ago.

To put this in the context of the longer term, the chart [left] shows the dollar's value relative to the Dutch guilder for the past ten years. The dollar/guilder relationship is representative of most European currencies.



Units of foreign currency per U.S. dollar

The chart above provides a 10-year history of U.S. dollar exchange rates used by Elsevier Science Publishers, Amsterdam, during the autumn renewal season. Dfl. = Dutch guilder.

## FOR FURTHER INFORMATION

We invite you to contact us with any questions you may have concerning exchange rates, Elsevier's journal program in general or any titles that may be of specific interest to you.

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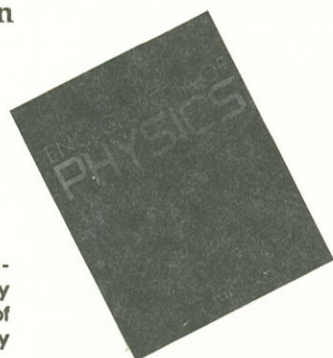
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